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Message Text

UNCLASSIFIED

PAGE 01 CARACA 09686 102140Z

73
ACTION COME-00

INFO OCT-01 ARA-10 EUR-12 ISO-00 EB-07 /030 W
---------- 076823
R 102025Z AUG 76
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 4328
INFO AMEMBASSY LONDON

UNCLAS CARACAS 9686

E.O. 11652: N/A
TAGS: BEXP, VE, UK
SUBJ: U.K. EXPOSITION AND TRADE MISSIONS

REF: STATE 183830

1. ACCORDING TO BRITISH EMBASSY CONTACT IN CARACAS, BRITISH EXHIBITION SLATED FOR CARACAS MARCH 14-25, 1977. ORGANIZERS HAD HOPED TO TARGET EXHIBITION TOWARDS LIMITED NUMBER OF SPECIFIC INDUSTRIES, BUT UK FIRMS RESISTED THIS LIMITATION. SHOW NOW LIMITED TO INDUSTRIAL MACHINERY (NO CONSUMER PRODUCTS). ABOUT 29 MAJOR FIRMS SO FAR RECRUITED REPRESENTING COMPLETE SPECTRUM OF BRITISH INDUSTRY FROM METALWORKING TO PETROCHEMICAL INDSUTRY. EXHIBITION WILL BE HELD IN CARACAS POLIEDRO, APPROXIMATELY 15,000 SQUARE METERS AVAILABLE IF MEZZANINES ARE INCLUDED; 10,00 SQUARE METERS WITHOUT MEZZANINES.

2. BRITISH TRADE MISSIONS, UNLIKE US. TRADE MISSIONS, ARE ALMOST WHOLLY NON-TARGET ACTITIVIES. ACCORDING TO LOCAL BRITISH EMBASSY CONTACT, BRITISH MISSIONS ARE ORGANIZED BY LOCAL CHAMBERS OF COMMERCE REPRESENTING SPECIFIC CITIES OR REGIONS OF BRITAIN WHO, BY MEETING RATHER LOOSE CRITERIA, CAN QUALIFY FOR GOVERNMENT FINANCIAL AID IN SUPPORT OF MISSIONS. THESE MISSIONS ARE ALMOST EXCLUSIVELY HORIZONTAL, AMNIBUS AFFAIRS, BUT SOURCE SAYS ABOUT SEVENTY PERCENT OF PARTICIPANTS IN THESE MISSIONS TO VENEZUELA HAVE MADE SALES.
VAKY

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Decaption Note:
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Disposition Event:
Disposition History: n/a
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